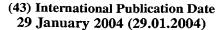
### (12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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(74) Agent: KIRK, Martin; UCB, S.A., Allée de la Recherche, 60, B-1070 Brussels (BE).

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(54) Title: COLOURED LABELS

(57) Abstract: There is described a coloured, transparent polymeric label which is capable of being fixed to a pre-selected coloured, transparent region of an article (optionally by a wet glue process) to achieve a non-label look on the article, characterised in that: the colour parameters measured in CIE colour space of each of the label, labelled article and un-labelled article together satisfy conditions (a) and/or (b) (a) (i) the modulus of  $\Delta C$  is less than about 5, more preferably less than about 4, most preferably about 3.5, for example about zero, where:  $\Delta C = C_{L+A} - C_A$  Equation 1 where  $C_{L+A} = (a_L +_A^2 + b_L +_A^2)\frac{1}{2}$  and  $C_A = (a_A^2 + b_A^2)\frac{1}{2}$ ; and (ii) the modulus of  $\Delta L$  is less than about 7, preferably less than about 4, most preferably about 3, for example about zero, where:  $\Delta L = L_{L+A} - L_A$  Equation 2; and (iii) the modulus of  $\Delta E$  is less than about 10, more preferablyless than about 6, most preferably about 4, for example about zero, where:  $\Delta E = (\Delta a^2 + \Delta b^2 + \Delta L^2)\frac{1}{2}$  Equation 3; where  $\Delta a = a_{L+A} - a_L$  and  $\Delta b = b_{L+A} - b_L$ ; and (iv) the modulus of  $\Delta H$  is less than about 7, more preferably less than about 5.5, most preferably less than about 2.5, for example about zero, where:  $\Delta H = (\Delta E^2 + \Delta L^2 + \Delta C^2)\frac{1}{2}$  Equation 4 and/or (b) the modulus of transmitted colour ratio ( $R_{trans}$ ) is greater than 0.9 preferably is substantially about 1.0, where  $R_{trans} = 2(E_{L+A}) / (E_L + E_A)$  Equation 5 This provides a method for colour matching a label to a specific article such as a bottle to be labelled to provide a nolabel appearance on the article.





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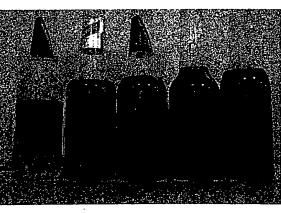
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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

WPI Data, PAJ, EPO-Internal

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Date of mailing of the international search report  26/01/2004
Zeslawski, W

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